

A GOOD PREMIUM WITH THE JACKSON HERALD

As we have explained, we do not advocate premium giving as a rule. We have been content to offer the Herald at \$1.00 a year to all, a price that is as low as possible to issue a country weekly for. A short time ago we were able to secure the exclusive right to use a three page wall chart and we accepted this right only because we believed it to be the best premium ever offered in this part of the state and the price that it is offered at we do not think has ever been duplicated. Papers usually offer premiums to new subscribers only. This chart we offer to all subscribers of the Herald whether old or prospective. Old subscribers whose subscriptions are not in arrears have the same chance and can secure this grand premium at the same price as those who are coming in as new subscribers on our subscription roll. This chart alone is worth double the price we are asking for it and the Herald combined.

This Beautiful Wall Chart and the Herald, one Year... \$1.25

ILLUSTRATIONS

Of Panama Canal scenes.
Portraits of all the presidents of the United States.

Fac Simile in colors of the flags of all nations.

Fac Simile in colors of the coats of arms of all nations.

This chart embraces not only the world, the state, the U. S., but a number of other maps of vital interest.

3 sheets, each 28x36 inches in size, fastened together at top with metal with eyelets to hang on wall. Distinct and large enough to show beautiful maps, small enough for any office or home.

Until our present supply of maps are gone you can get one for 50c; or you can get a map and the Herald for one year for \$1.25.

SCHOOL CHILDREN

AS WELL AS "GROWN-UPS"
CAN TAKE

A TOUR OF THE WORLD

(At odd moments)



Every home in this county should have our Chart. It is of inestimable value to the clerk, mechanic or farmer and is also a great aid to children in their school studies. No business or professional man, no reader of a daily paper, no family circle can afford to be without this wall chart of the world. Retail at \$1.50.

DESCRIPTIVE.

A complete index locating all towns of the state.

A list of railroads of the state

A list of express offices.

The growth of our country, showing population of all chief cities at three census periods, 1880, 1890, 1900.

The romantic history of the Panama Canal.

Description of the New Three-Page Wall Chart

Everything connected with this chart is based on an experience of many years of catering to the public requirements. It is safe to say the arrangement of maps and pages cannot be improved in any manner. The old-style map sold by agents is printed on two sides. One is in view for close examination and the other side is seldom referred to, as few people think of turning the map to seek information, and then the old-style maps are so hung that it is often inconvenient to turn the reversible map.

A casual glance at this new chart will demonstrate the ease with which any part of it can be consulted. Simply lift the sheet and you can refer to any of the maps or data contained in it without any trouble whatever. Information printed on the back of the sheets is so arranged that it is as accessible on the back as the front, and altogether this chart presents a combination difficult to surpass—in fact, the only thing of its kind, and embracing the best possible engraving that can be procured.

PAGE ONE.

This shows as its main features our new Mercator-colored Map of the World, an engraving of an entirely new editing, in every way more desirable as a front page than the ordinary map, inasmuch as it shows as much detail as could any engraving, is more attractive and will retain its colors much longer. This map of the world shows the distances between important ports, difference in time (this will be found inside of the upper border giving the comparison with Greenwich), and all other features usually found on maps. With it before you there will be no need of ignorance on world topics. At a glance you will become familiar with the location of different countries, and you will often secure immediate correct impressions on subjects that you might otherwise fail to understand. Surrounding this map we have coats of arms and flags of all nations, correct representations of the natural colors and designs of the symbols and national flags and symbols and national flags of the world's countries. The enameled surface of this page not only beautifies the appearance but perpetuates the colors, which would otherwise become faded from contact with the light and atmosphere.

Excellent portraits from photographs are shown of the rulers of the world's leading nations, artistically grouped to intensify the beauty of the sheet.

PAGE TWO.

This shows what is by far the best state map of Missouri you could possibly obtain, made from the latest surveys, government maps, railroad statistics and private data. This map alone would be cheap at \$1.00. In fact, that is the regular price when sold in the usual way by canvassers. Beauty of coloring, clearness of type and beauty of general appearance make this a very attractive map. On this map it is very easy to find places by using the index which accompanies it. One aim has been to show more towns than ever been represented on similar engravings, exquisitely colored by counties, and township and range numbers and lines wherever such lines are surveyed. Congressional districts outlined and numbered, interurban lines and all other features necessary on up-to-date and complete maps.

PAGE THREE.

This presents an up-to-date map of the United States, and it is almost

superfluous to speak of the use of such a map, as it is of daily need in every office and home. In fact, it is as necessary as any of the other maps, to keep one in touch with happenings in our own country as daily discussed by the papers. In connection with this are shown pictures of the presidents, statistical matter of useful information, and on the reverse of this a list of our most important towns and their growth in the last three census periods.

This combination chart is, as we have before stated, ideal in its conception and in the nature of its contents. Each page is worth \$1.00 to you, and in no other manner can you place the maps in the moderate amount of space required by this. Altogether it is something that you not only need but that you can find use for, not only for yourself, but for the family. As an educator for children it is unsurpassed. They will be made curious by its attractiveness and will study it at leisure from time to time, thus deriving more benefit even than from their geographical exercises at school. It is well to say that each of these maps embraces more data than the ordinary wall map, which you know is sold at \$5.00.

We have only a limited number of these charts. Telephone us and one will be reserved for you. If you have never been a subscriber to the Herald we invite you to give it a trial of one year. Telephone No. 142